

[Previous Story](#) [Next Story](#)

Article rank | 17 Jan 2015 | Calgary Herald | BARB LIVINGSTONE FOR THE CALGARY HERALD

LANDMARK PLANTS NEW ROOTS IN ARIZONA

Scottsdale townhome complex launches Alberta firm's robust expansion plan

Reza Nasseri has witnessed the beauty and stunning weather of the Phoenix desert for the past decade as a visitor. But now, the Alberta home builder is also betting on the health of the Arizona housing market with his first American product offering.



BARB LIVINGSTONE/ FOR THE CALGARY HERALD

Reza Nasseri, founder and CEO of Landmark Homes, in the sales centre for Aerium, a new development in Scottsdale, Ariz.

The founder and CEO of Landmark Homes, one of the largest builders in Alberta, has just launched a 27-unit townhome development in the tony Scottsdale market. Aerium is just the first project Landmark U.S.A. has on its schedule. The second condo complex, Aerium Encore — just three blocks from Aerium — is also in the works to come on the market.

"This will be our first signature product," says Nasseri of Aerium, which will be built on land acquired last fall in a prime Scottsdale location, just five minutes from the Scottsdale Fashion Mall and the arts and entertainment district of Old Town Scottsdale.

Aerium's design, says Ken Johnson, vice-president of strategic design at Landmark's Arizona division, will be unique to the desert valley with its Pacific Northwest architecture and contemporary finishes more commonly seen in Seattle or Vancouver. Rather than the Tuscan, Desert or Mediterranean styles that dominate the housing landscape, he says Aerium's exterior will be wood-grained porcelain tile and wire-cut brick. Johnson predicts the project will draw interest from a mix of local buyers looking to downsize and second-home "snowbird" purchasers.

The three-storey townhomes will range in size from 1,414 to 1,830 square feet and in price from the high \$300,000s to mid-\$400,000s. Each unit will feature a two-car tandem garage and private courtyard/patio on the ground floor, the living, dining and kitchen area on the main floor and bedrooms on the top floor.



Options range from two bedrooms with two-and-a-half baths to three or four bedrooms or three bedrooms with den and three-and-a-half baths.

This article was shared by a user of PressReader - an online source of publications from around the world. PressReader contains copyrighted material, trademarks and other proprietary information. Receipt of this article should not be interpreted as grant of any licenses express or implied, to the intellectual property of PressReader or publishers of publications presented. PressReader - Connecting People Through News
 PressReader, 200-13111 Vanier Place, Richmond BC V6V 2J1, Canada Phone: +1 604 278 4604 © 2003-2014 NewspaperDirect Inc. dba PressReader. All rights reserved. Terms of Use:

[Previous Story](#)

[Next Story](#)

Article rank | 17 Jan 2015 | Calgary Herald

'High quality, killer location'

All the kitchens will have quartz countertops and kitchen bars. The appliances, including an all-gas kitchen range, will be Italian-made Bertazzoni and the stairways will be open-tread.



LANDMARK U.S.A.

There will be wiring for home office and a home automation system that allows for remote temperature and front door access from a computer or cellphone.

Johnson believes the "sweet spot" in terms of buyers will be the 35 to 55 age group, including urban professionals in the area who already work in downtown Scottsdale. And while the project's sales centre just opened at the end of October, Johnson says there is already a waiting list for interested buyers.

"They see high quality in a killer location," Johnson says.

Amenities at Aerium will include a lap pool, herb garden, outdoor barbecue area and chef-prepared bi-yearly social events for residents.

John Kostaras is Landmark Homes' (Arizona) general manager and a former Edmontonian who has lived in the Phoenix area for the past seven years. He's confident Aerium will attract Canadians because of its prime location and because of the Landmark brand recognition. Landmark was started in 1977 in Edmonton and now builds in Edmonton, Calgary and Red Deer.

Kostaras sees pent up demand in a Scottsdale market that will see only 10,000 housing starts this year, compared to the 60,000 recorded at its peak before the 2007 U.S. recession.

He adds Aerium's central location is very attractive for anyone interested in all the recreational pursuits Scottsdale has to offer. The condo site is near several golf courses — the Phoenician and Talking Stick — a baseball complex (Scottsdale is the spring training home of the San Francisco Giants, Colorado Rockies and Arizona Diamondbacks) and is ringed by the Camelback, McDowell and Papago Mountains.

Landmark isn't limiting its U.S. housing entry to Scottsdale. It has purchased two land parcels in Phoenix — one in the upscale Biltmore area — and is looking at another two parcels in the general metropolitan area.

Nasseri also sees the potential for a modern, housing manufacturing facility in Arizona, like the plant Landmark opened just two years ago in Edmonton, where automated construction is touted as being more energy and financially efficient.

It is, says the Landmark CEO, who is also an engineer, part of the company's mission to be, "a major North American housing solutions provider," one recognized for sustainability and leading industrialization of housing construction.

This article was shared by a user of PressReader - an online source of publications from around the world. PressReader contains copyrighted material, trademarks and other proprietary information. Receipt of this article should not be interpreted as grant of any licenses express or implied, to the intellectual property of PressReader or publishers of publications presented. PressReader - Connecting People Through News
PressReader, 200-13111 Vanier Place, Richmond BC V6V 2J1, Canada Phone: +1 604 278 4604 © 2003-2014 NewspaperDirect Inc. dba PressReader. All rights reserved. Terms of Use: http://www.pressdisplay.com/pressdisplay/showlink.aspx?pageid=ins_terms Privacy Policy: http://www.pressdisplay.com/pressdisplay/showlink.aspx?pageid=ins_privacy

[Previous Story](#)

[Next Story](#)